



**FOCUS AREA CABINET-
COMMUNITY VITALITY
4Q FY12 Status Report
April – June 2012**

CHAIRS:

**Joe Nunes
Andy Pouncey**

MEMBERS:

**Bobby Carter, Curt Cromis,
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Community Vitality

Supporting Social Sustainability

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Neighborhood preservation, development consistent with Germantown's character and well-maintained public infrastructure help define community vitality. The City strives to maintain the quality of existing residential and commercial areas through strong property maintenance codes and a dependable and well-maintained system infrastructure. Value is placed also on new growth and development consistent with Germantown codes through the adherence to exemplary planning and design standards.

Goals

- Germantown is the preferred place to live
- Enhanced residential neighborhoods
- Development and redevelopment consistent
- Connectivity and ease of movement
- Beautiful community

Key Indicators

- Home ownership
- Citizens satisfaction
- Property values
- Infrastructure condition
- Business vitality

Key Indicator: Home Ownership

Policy Agenda: Perform Trend Analysis on how the recent recession has affected home ownership

Performance Measure: Percent of homes that are owner occupied. (Source: Census)

Baseline data: 2000 – 88.9%

2010 – 87.9%

Target: 90%

Milestones:

- Reported annually in FY3Q

Fourth Quarter Report:

- Census tract data collected from 2000 US Census for comparison with 2010. Data received early in 2Q. Germantown is oldest city in TN per census at 47.9 average age.

FY12	1Q	2Q	3Q	4Q
Target	NA	NA	90%	NA
Actual	NA	NA	87.9	NA

Note: The census data includes all residences including apartments/multi-family.

- Further analysis by census tract was conducted. The results are shown below. The census tract map is in the appendix.

2010 US CENSUS - HOUSING UNITS BY CENSUS TRACT										
	2010					2000				
	total housing units	owner occ'd units	percent owner occupied	Renter Occupied Units	Percent Renter Occupied	total housing units	owner occ'd units	percent owner occupied	Renter Occupied Units	Percent Renter Occupied
213.12	64	58	91%	6	9%	63	59	94%	4	6%
213.33	89	85	96%	4	4%	86	79	92%	7	8%
213.41	1920	1736	90%	184	10%	1670	1633	98%	37	2%
213.42	1227	1161	95%	66	5%	1086	1053	97%	33	3%
213.51	2130	1463	69%	667	31%	1850	1247	67%	603	33%
213.52	2485	2390	96%	95	4%	2495	2426	97%	69	3%
213.53	2621	2578	98%	43	2%	1994	1968	99%	26	1%
214.10	1199	991	83%	208	17%	1094	957	87%	137	13%
214.20	1334	1108	83%	226	17%	1330	1097	82%	233	18%
214.30	1418	1179	83%	239	17%	1552	1242	80%	310	20%
215.20 (part)	32	0	0%	32	100%	NA	NA	--	--	--
TOTAL	14519	12749	88%	1770	12%	13220	11761	89%	1459	11%

NOTES:

- Owner occupancy increased 1% City-wide between 2000 and 2010;

- Geographic distribution: owner occupancy increased in the core and southwest area of the city and decreased slightly in the eastern area;
- The largest increase in owner occupancy was in the area south of Poplar Ave. and east of Germantown Rd.

Performance Measure: Percent of homes that are owner occupied. (Source: Assessor's data from Chandler Reports)

Baseline data: CY10 - 94.5%

Target: 95%

Milestones:

- Reported annually in FY3Q for previous calendar year

Fourth Quarter Report:

- Data is purchased 3Q from Chandler Reports on annual basis. This report compares ownership address with property address and where it is the same – owner occupancy is assumed.

FY12	1Q	2Q	3Q	4Q
Target	NA	NA	95%	NA
Actual	NA	NA	93.7%	NA

Note: Chandler data includes only single-family residences including condos but no apartments and this is the reason for the difference in the percentages between these two measures.

Key Indicator: Citizen Satisfaction

Policy Agenda: Conduct Random Sample Community Survey

Performance Measure:

Satisfaction with City Services

Target – 98% somewhat or very satisfied

Responsiveness to Citizens

Target – 93% somewhat or very satisfied

Efficiency

Target – 82 % somewhat or very satisfied

Milestones:

- Reported annually in FY4Q

Fourth Quarter Report:

- Survey results were obtained in 3Q and are shown in table below. When compared to the previous fiscal year, the numbers are slightly lower. However, all measures are above 80%.

Satisfaction with City Services	1Q	2Q	3Q	4Q
Target	NA	NA	NA	98% Somewhat or Very Satisfied
Actual FY12	NA	NA	NA	83%
Actual FY11	NA	NA	NA	85%

Responsiveness to Citizens	1Q	2Q	3Q	4Q
Target	NA	NA	NA	93% Somewhat or Very Satisfied
Actual FY12	NA	NA	NA	80%
Actual FY11	NA	NA	NA	82%

Efficiency	1Q	2Q	3Q	4Q
Target	NA	NA	NA	82% Somewhat or Very Satisfied
Actual FY12	NA	NA	NA	80%
Actual FY11	NA	NA	NA	85%

Performance Measure: Online Customer Service Center Satisfaction Survey

Baseline: FY10 4.1; FY11 4.0

Target: Average rating of 4.3 (on a 5 scale) or above

Milestones:

- Reported Quarterly

Fourth Quarter Report:

- Table below shows the average rating for satisfaction with the resolution of the concern for customers that used the online system and responded to the survey. FY12 4Q is 4.14 versus 4.5 for FY11. 4.1 was slightly below target of 4.3.



Note: Data is available through Customer Service Center system which is scheduled to change to Sungard in FY13.

Key Indicator: Property Values

Policy Agenda: Perform trend analysis for residential property values

Performance Measure: Change in average appraised residential property valuation per parcel

Baseline data:

FY10 – Residential - \$4,708,827,200/14309 Parcels = \$329,081 per parcel

FY11 – Residential - \$4,679,797,800/14,270 Parcels = \$327,947 per parcel

FY12 – Residential - \$4,655,166,300/14,275 Parcels = \$326,106 per parcel

Target: 3% Annual increase

Milestones:

- Reported annually in FY4Q

Fourth Quarter Report:

- Baseline data for FY10 and FY11 received from Finance and FY12 target established. While target not achieved this was an ambitious goal in the current market. While average value per parcel is down, the decline is minimal - .6% from FY11 to FY12.
- For comparison purposes, Shelby County average is \$137,963 per parcel and Collierville is \$280,652 per parcel.

FY12	1Q	2Q	3Q	4Q
Target	NA	NA	NA	\$337,785
Actual	NA	NA	NA	\$326,106

Performance Measure: Change in price per square foot of residential sales

Baseline data:

	FY10	FY11
38138	\$90.57	\$90.43
38139	\$106.94	\$108.08

Target: 3% increase in FY12

Milestones:

- Reported Quarterly. Target based on 3% annual increase

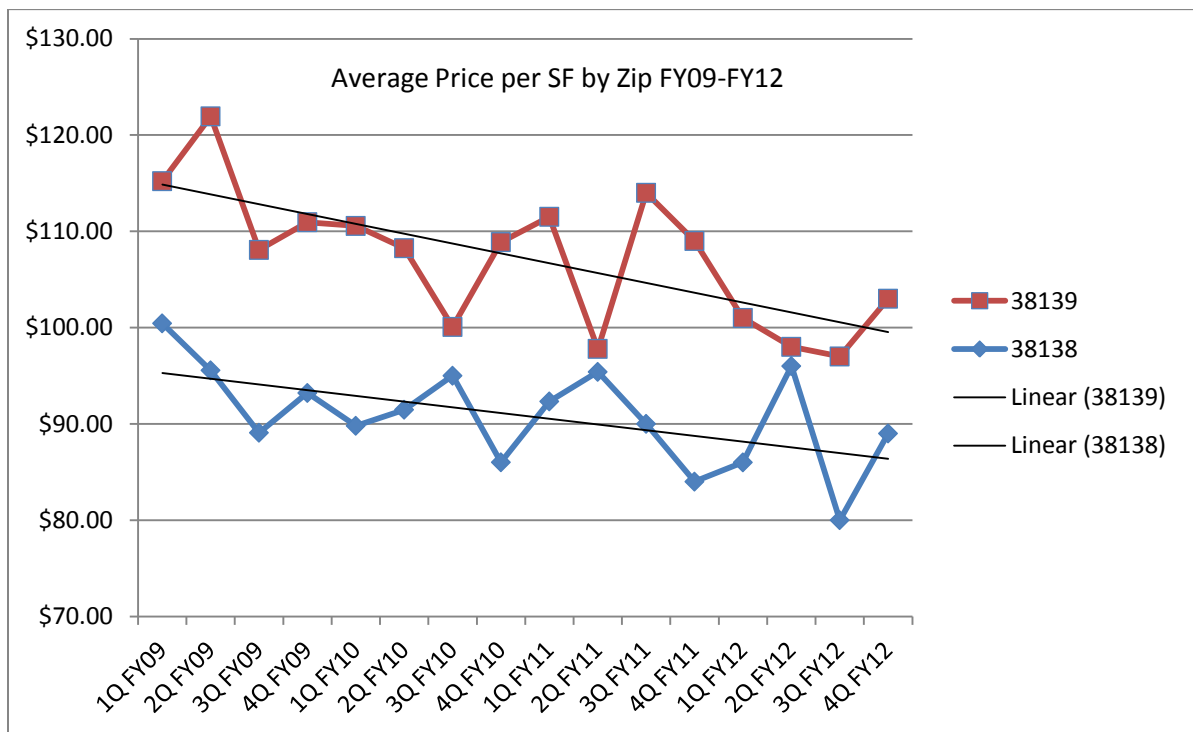
FY12 TARGET	1Q	2Q	3Q	4Q
38138	95.10	98.26	92.70	86.52
38139	114.85	100.72	117.42	112.27

Fourth Quarter Report:

- The price per square foot is based on sales recorded in the quarter. The graph below shows the average sales price per square foot for the last seven years and the trend line associated with the data. After the decline in the last quarter due to bank and condo sales, these numbers are more in line with the past 18 months average. Both 38138 and

38139 were up significantly compared to the low in the previous quarter. 38138 was up 10% and 38139 was up 5%. However, the overall market conditions have kept prices down and FY12 targets were not achieved.

- However, comparing 4Q12 to 4Q11 in 38139, the average price per sf was down 1.9%. On a positive note, the number of sales for 38139 was up 15% compared to same quarter in FY11 and the average price for the quarter in 38139 was down slightly at .9%.
- Comparing the FY12 to FY11 for the same quarter in 38138, the number of sales was up 20% with the average sales price was up 4.6% and the average price per SF up 6% also.
- Looking at bank sales, the trend over the past two quarters has been positive as well. Bank sales as a percent of total sales, has declined in both 38138 and 38139. From 11% to 6% and from 8% to 7% respectively.



Performance Measure: Housing condition survey

Baseline: 1,600 per quarter

Target: Complete 50% (6,400) of single family homes in FY12

Milestones:

- Reported quarterly on a cumulative basis.

Fourth Quarter Report:

- After the preparation work, field work got underway in the quarter. While we are below target, more progress was made towards the target in the 4Q. The goal of this process is to establish a baseline that can be used for future monitoring of trends by neighborhood.

FY12	1Q	2Q	3Q	4Q
Target	1600	3200	4800	6400
Actual	100	100	2250	5310

Note: Numbers are cumulative for the year

Performance Measure: Improve Code Compliance Rate - number of days out of compliance following notice of violation

Baseline: 32 days

Target: Reduce average time by 5%

Milestones:

- Reported quarterly

Fourth Quarter Report:

- Due to problems with the obtaining the report, this performance measure has been suspended.

FY12	1Q	2Q	3Q	4Q
Target	TBD	TBD	31.4	30.4
Actual	TBD	32	TBD	TBD

Key Indicator: Infrastructure Condition

Policy Agenda: Develop Infrastructure Management Rating System

Performance Measure: Annual Street Condition Survey

Baseline: 70% in Good to Excellent Condition

Target: 80% in Good to Excellent Condition

Milestones:

- Reported annually in 3Q

Fourth Quarter Report:

- Annual street condition survey is completed and numbers are 82% in Good to Excellent condition

FY12	1Q	2Q	3Q	4Q
Target	NA	NA	80%	NA
Actual	NA	NA	82%	NA

Performance Measure: Miles of streets paved

Baseline: 7.5 miles (FY11)

Target: 10 miles per year

Milestones:

- Reported in FY3Q and FY4Q.

Fourth Quarter Report:

- The overlay will continue into FY13 it is estimated that 7.5 miles will be completed as part of the FY12 paving. This is short of the 10 miles per year target.

FY12	1Q	2Q	3Q	4Q
Target	NA	NA	5 miles paved	5 miles paved
Actual	NA	NA	0	7.5 miles

Performance Measure: Development of water system condition rating

Baseline: 25% of project completed each quarter

Target: 100% complete in FY12

Milestones:

- Reported quarterly - 25% or roughly 50 miles of water pipe evaluated and rated each quarter to establish baseline

Fourth Quarter Report:

- Goal of establishing baseline rating on 50 miles of system was completed. See table below. An additional 50 miles of water system has been rated. Results tabulated in 4Q.

FY12	1Q	2Q	3Q	4Q
Target	50 miles Complete	50 miles Complete	50 miles Complete	50 miles Complete
Actual	50 miles	50 miles	50 miles	50 Miles

Performance Measure: Inspection and Maintenance of 22 Sewer Lift Stations

Baseline: 22 inspections (each lift station) per quarter

Target: 4 inspections per station per year

Milestones:

- Reported quarterly – 25% or 22 inspections done every quarter

Fourth Quarter Report:

- Targeted numbers of inspections were completed.

FY12	1Q	2Q	3Q	4Q
Target	22	22	22	22
Actual	35	22	22	22

Performance Measure: Expand Decorative Street Sign Program

Baseline: 4 neighborhoods per quarter in FYQ2 and Q3

Target: 8 new neighborhoods applying for program

Milestones:

- Reported quarterly in FYQ2 and FYQ3

Fourth Quarter Report:

- One neighborhood committed to program. Response to neighborhood solicitation is not overwhelming. Next phase of project was bid and contracts awarded for fabrication and installation. An estimated 75 street and stop signs will be installed as part of this phase along major/collector roads.

FY12	1Q	2Q	3Q	4Q
Target	0	4	4	0
Actual	1	0	0	1

Key Indicator: Business Vitality

Policy Agenda: Monitor Business Development

Performance Measure: % Change in sales tax revenue

Baseline data: FY10 - \$4,934,225

FY11 - \$5,420,182

FY12 - \$5,524,211

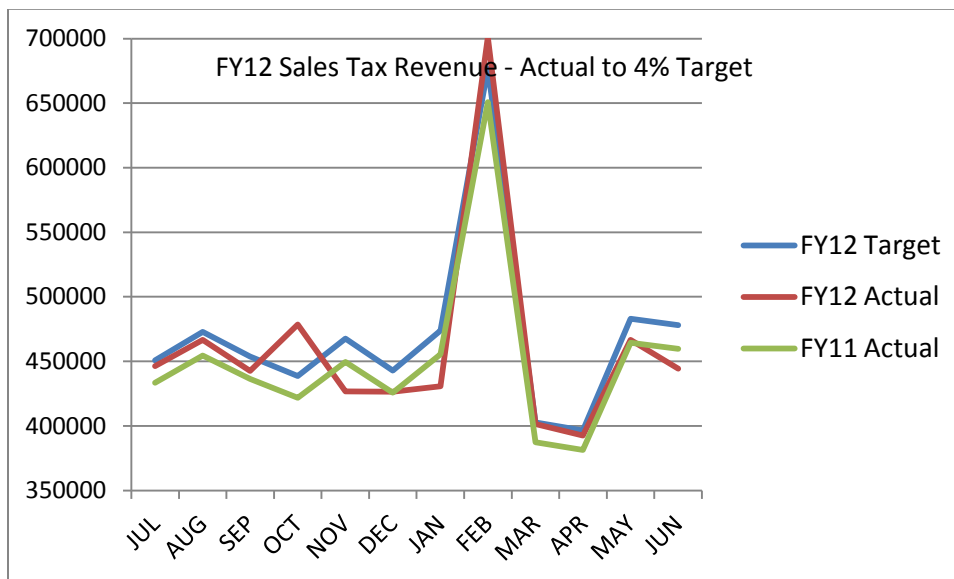
Target: 4% increase in FY12

Milestones:

- Reported Monthly

Fourth Quarter Report:

- The graph below reflects the target (4% increase for the year) calculated on a monthly basis comparing actual revenue. The 4% increase is an aggressive goal and is greater than the budgeted amount. While the target has not been reached, sales tax revenue is up 2% over FY11. FY12 fourth quarter sales tax revenue was even with FY11 (down .1%) but was down 3.3% in June.
- Economic Development Commission and staff prepared for annual sidewalk sale in July (20-22)



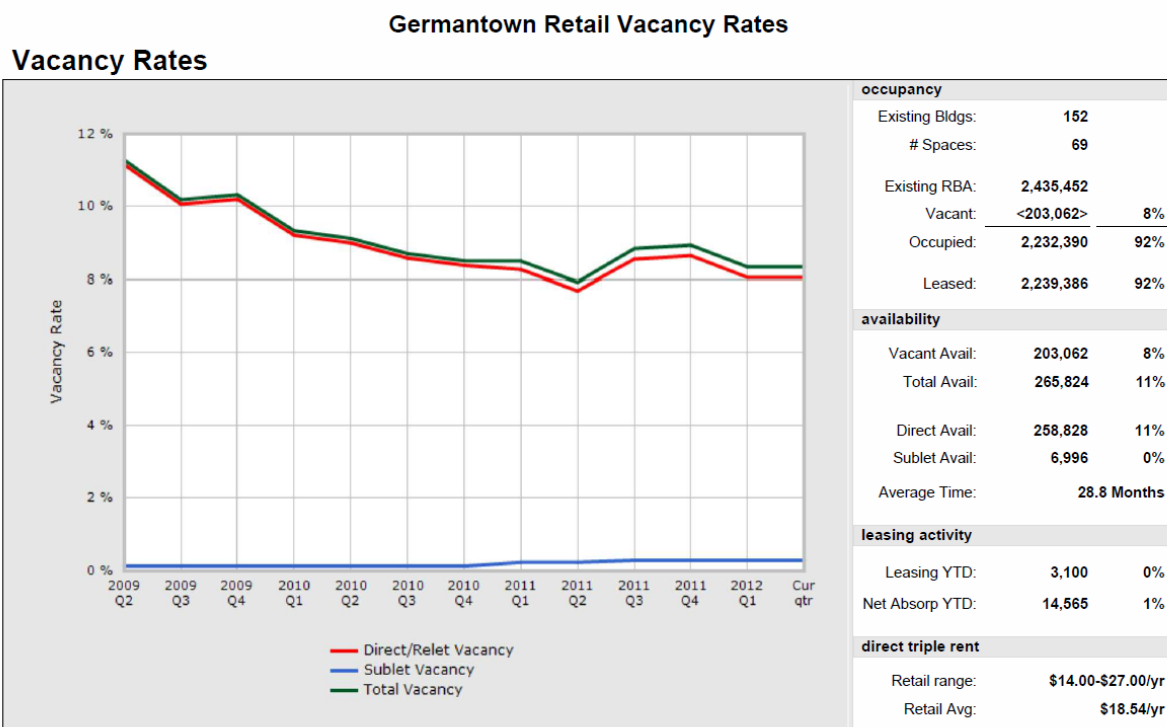
Performance Measure: Retail vacancy rate
 Baseline data: 7%
 Target: 5% as reported by Co-Star

Milestones:

- Reported quarterly

Fourth Quarter Report:

- Vacancy rate is 8%. While target was not achieved, this is an ambitious goal. Retail vacancy has been trending downward since 2009. It has remained relatively constant at around 8% since the third quarter of 2010. Graph below reflects three year retail vacancy trends. (Source: CoStar)



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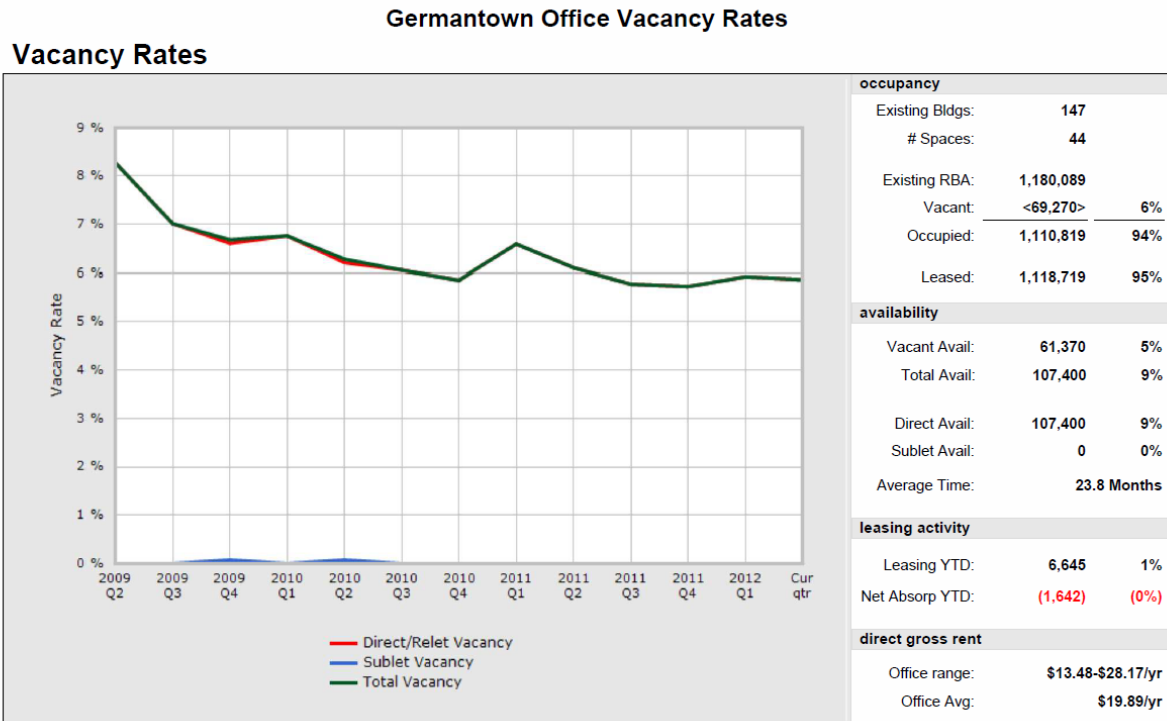
Performance Measure: Office vacancy rate
 Baseline data: 7%
 Target: 5% as reported by Co-Star

Milestones:

- Reported Quarterly

Fourth Quarter Report:

- Vacancy rate is 6% and has been relatively stable since 2010 with a positive trend. However, this is slightly below target. Graph below reflects three year retail vacancy trends. (Source: CoStar).



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Appendix

Census Tract Map

